



## **Marketing & Sponsorship Manager**

### **Geneva Park District**

**Contact Name:** Nicole Vickers

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**Closing Date:**

**Salary:** \$60,000-\$70,000

#### **Description:**

Marketing and Sponsorship Manager

#### **Summary:**

Under the direction of the Superintendent of Recreation, the Marketing and Sponsorship Manager is responsible for management of social media platforms, development of specified promotional materials, press releases, and website maintenance.

#### **Supervisor:**

The Marketing and Sponsorship Manager reports to the Superintendent of Recreation and the Executive Director.

#### **Qualifications:**

Graduate of a college or university with a minimum of a Bachelor's Degree in the area of Marketing, Advertising, Public Relations, Journalism or a closely related field. Two years' experience in public relations or a related field; or any equivalent combination of education, experience and training which provides the required knowledge, writing skills and abilities.

#### **Essential Functions:**

##### **Administration:**

1. Coordinate the marketing and promotional efforts (social media, flyers, etc.) of all departments while establishing and maintaining good, cooperative working relations with department heads, supervisors, recreation staff and program coordinators.
2. Coordinate preparation and distribution of news releases to the media.
3. Coordinate messages on marquees throughout the district.
4. Develop and maintain photo library of park district activities, programs, services, special events, parks and facilities.
5. Develop and maintain positive media relations with local and regional bureaus, newspapers, television and radio. Creation and distribution of press packets and display advertising as needed.
6. Perform in house maintenance of website.

7. Prepare promotional and marketing strategies, plans and reports as needed.
8. Seek paid advertisers for different park district publications.
9. Develop, maintain and coordinate new and existing sponsorship opportunities for facilities, programs, and special events to maximize financial and in-kind support.
10. Pursue trends and innovations within the industry that will enhance services to the districts customers.
11. Participate in establishing and enhancing excellence in customer service.
12. Control costs and minimize waste while managing the marketing budget.

#### Communications:

1. Meet regularly with superintendent, recreation department staff and office staff to develop timetables for specific projects and discuss progress with ongoing projects.
2. Develop and maintain positive media relations with local and regional bureaus, affiliates, newspaper, television and radio
3. As assigned, will serve as the park district spokesperson/representative at various community events, meetings and press conferences.

#### Planning:

1. Develop in conjunction with the Executive Director, department heads and other staff, a marketing plan for the Park District with emphasis on promoting facilities such as the Sunset Racquetball and Fitness Center, Peck Farm Park, Stone Creek Miniature Golf Course, Sunset/Mill Creek Pool, SPRC, Playhouse 38 and a special emphasis to promote all special events.

#### Safety Program:

1. Understand the Park District safety procedures and requirements. This includes completion and follow-through on all accident reports, emergency safety procedures, reporting of hazardous equipment, facilities or conditions. Reports all incidents and potential hazards to the Safety Committee as soon as possible.

#### Marginal Functions:

1. Assist all employees of the Park District as needed.
2. Perform other related duties and/ or special projects as assigned.

#### Physical Requirements:

1. Ability to operate Park District vehicles.
2. Handling Park District materials up to 50 pounds. Assistance will be provided when necessary.

#### Cognitive Considerations:

1. Resolve differences and problems that arise with patrons and work together with employees.
2. The Marketing and Sponsorship Manager must exhibit good problem-solving ability and good judgment in keeping with the mission of the Park District.
3. May be exposed to elements when assisting workers with outdoor functions. Most activities are performed indoors; these conditions include lighting and temperature.
4. Must display competent computer skills to be able to complete all elements of the position.